



PRESS RELEASE

General Electric (GE) and Ashoka Changemakers create new economic opportunities for Tunisian women

The online competition launched by GE and Ashoka Changemakers, to identify innovative solutions that advance economic opportunities for women in the Middle East, North Africa, and Turkey has gained strong response from across the region, including Tunisia.

The online initiative, [Women Powering Work: Innovations for Economic Equality](#) in the MENAT region, seeks social entrepreneurs from the region that are enabling women to achieve full economic equality, strengthen their families and communities, and benefit equitably from economic growth.

Three prizes, each totalling US\$25,000 in unrestricted funding, will be awarded to the winning entries

Canan Ozsoy, President & CEO for GE, said: *“The new initiative reflects our commitment to make a positive impact on the community, by supporting ideas that can drive job creation for women. Underlining the important role that partnerships can play in promoting the all-round welfare of the society, particularly, that of women, the initiative aims to encourage social entrepreneurs to propose powerful ideas that can bring transformation change.”*

“Ashoka has a long history of expertise in sourcing social innovations that promote economic empowerment and gender equality,” said Ashoka Arab World Regional Director, Iman Bibars. “We are thrilled to be partnering with GE to bring these two critical challenges together and leverage our strong networks in the MENAT region to support women’s economic equality.”

Participants in the online competition have the opportunity to engage with the Changemakers community, which includes social entrepreneurs from around the world, impact partners, sector experts, and potential investors.

Ashoka Changemakers is a community of action that connects social entrepreneurs around the globe to share ideas, inspire, and mentor each other. Through its online collaborative competitions and open-source process, Changemakers.com is one of the world’s most robust spaces for launching, discussing, and funding ideas to solve the world’s most pressing social problems. Changemakers builds on Ashoka’s three-decade history and belief that we all have the ability to be a Changemaker. www.changemakers.com



Additional information about entering the competition, plus guidelines and assessment criteria, can be found at www.changemakers.com/MENAwomen. The last date for receiving applications is November 6, 2013-

GE Hewan blog: <http://middleeast.geblogs.com/>

To get more updated information about competition updates: www.changemakers.com/MENAwomen

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